

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re U.S. Patent No.: 7,617,121 B1 )  
)  
Issue Date.: November 10, 2009 )  
) **Attention: Box MF**  
Application No.: 09/711,261 )  
)  
Filing Date.: November 10, 2000 )  
)  
Inventors: DeMayo et al. )  
)  
For: APPARATUS AND METHOD FOR )  
HYPERLINKING SPECIFIC WORDS )  
IN CONTENT TO TURN THE )  
WORDS INTO ADVERTISEMENTS )

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

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**IN ACCORDANCE WITH 37 C.F.R. 1.363**

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**CPA (Computer Patent Annuities Limited)**  
Suite 400  
225 Reinekers Lane  
Alexandria, VA 22314

Payor No.: 00197

Respectfully submitted,

FINNEGAN, HENDERSON, FARABOW,  
GARRETT & DUNNER, L.L.P.

Dated: December 14, 2009

By: \_\_\_\_\_

C. Gregory Gramenopoulos  
Reg. No. 36,532